



U.S. European Command and New Media

***CAPT Ed Buclatin, USN
Director, Public Affairs***



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Commander's Web Site Guidance

- **Web site must be easy to navigate and updated regularly**
- **Information must reinforce our strategic communication messages**
- **Get feedback from non-EUCOM people**
- **You have two weeks to get it online (12-31 JAN)**



ECPA Vision

- **Change command mindset—move to Web 2.0**
- **Simple, innovative, intuitive, informative, interactive**
- **Must be sustainable**
- **Automate content distribution**
- **Don't reinvent the wheel**
- **Leverage best practices from WhiteHouse.gov and UnderArmour.com**
- **Think outside of the box, don't be tied down to DoD norms**



EUCOM's Cyber Audience

- **Includes North America, Europe, and Eurasia**
 - **Estimated size: 500 million people**
 - **Area of Responsibility is across 51 countries, 16 time-zones**
- **Over 70 media following EUCOM via Twitter, Facebook and LinkedIn**



http://web.archive.org/web/20071231215222rn_1/www.eucom.mil/english/index.asp

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United States European Command

Army Gen. Bantz J. Craddock, Commanding

Washington, D.C. 2/5 8:04:30 AM	Dakar, Senegal 2/5 1:04:30 PM	London, England 2/5 1:04:30 PM	Stuttgart, Germany 2/5 2:04:30 PM	Tbilisi, Georgia 2/5 5:04:30 PM	Vladivostok, Russia 2/5 11:04:30 PM
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Joint forces combine for a Large Force Exercise
Release Date: Dec 21, 2007

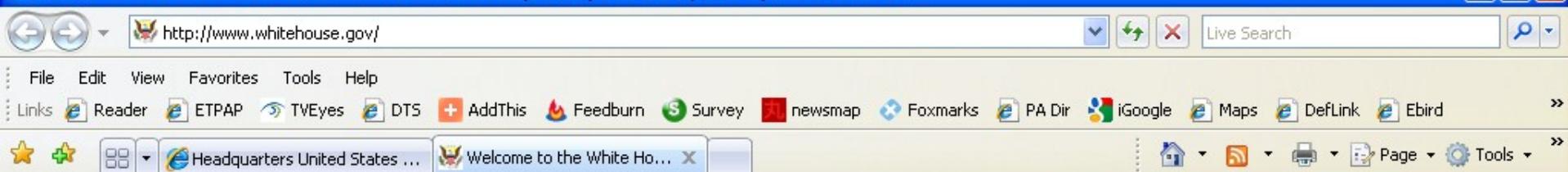
AVIANO AIR BASE, Italy — Jets could be heard roaring off the runway here and into the Italian sky as pilots from Aviano and Grosseto Air Bases participated in Operation Longshank, a large force exercise (LFE) Dec. 14. Today's military pilots have to be trained to handle any type of combat scenario... [\(Full Story\)](#)

U.S. Africa Command deputy



1 2 3 4 5 [More Photos](#)

BASTOGNE, Belgium — Army Col. James Drago, commander of U.S. Army Garrison Benelux, and Marcel D'Haese, a veteran of the Belgian 5th Fusiliers, participate at a wreath-laying ceremony at McAuliffe Square here, as part of Battle of the Bulge commemorations Dec. 16, 2007. (Department of Defense photo by J.D. Hardesty)



the WHITE HOUSE PRESIDENT BARACK OBAMA



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“ HOW OUR SCHOOLS *should be* ”

In their first public appearance since the Inauguration, President and Mrs. Obama visited a second grade class in Washington, D.C. Read the President's remarks and learn more about Education Secretary Arne Duncan.

[WATCH THE VIDEO](#)

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White House photo 2/3/09 by Joyce N. Boghosian

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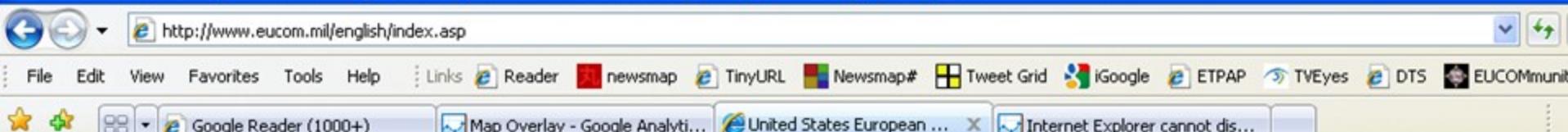
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The diagram highlights several web components on the USEUCOM homepage:

- Constant Navigation Banner:** Located at the top right, it contains links for "Home", "About EUCOM", "Mission, Objectives & 2009 Priorities", "Newsroom", "Newcomers", "Site Map", and "Contact Us".
- RSS Feeds from External Media:** A banner in the center-left displays headlines from external media sources, such as "Britain Closes Chapter in Iraq Friday, May 01, 2009 6:00:00 AM" and "65th anniversary of D-Day puts spotlight on French landing beaches - Truro Daily News Thursday, April 30, 2009 8:04:20 AM".
- Web 2.0 Tools:** A section on the right side provides links to social media platforms like Facebook, Twitter, LinkedIn, YouTube, and Flickr.
- Component / Event Links:** A banner at the bottom left lists "GEORGE C. MARSHALL EUROPEAN CENTER FOR SECURITY STUDIES", "65 Years D-DAY", "H1N1 Flu Outbreak Information", and "Memorial Day".
- Rotating Photos/Video:** A large banner in the center-right features a video of a military helicopter on a runway at night, with the number "24-7-365" displayed prominently.



UNITED STATES EUROPEAN COMMAND

BUILDING PARTNERSHIPS, EXPORTING SECURITY

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EUCOMversations

Official Blog of United States European Command

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EUCOM Supports NATO Deployed Contracting Workshop

JFCOM, EUCOM and NATO sent representatives to a strategic engagement event focused on contingency contracting in Skopje, Macedonia from 6 - 8 April. Part of LOGEX 09, the Army of the Republic of Macedonia hosted a Deployed Contracting and National Support Element Workshop.



**10
04
2009**

The aim of the workshop was to train members of the Macedonian, Albanian and Croatian Armed Forces on deployment, NATO C2 systems, host nation support and sustainment as related to contingency contracting.

I provided information and experience from a U.S.-contracting perspective.

RECENT POSTS

EUCOM Supports NATO Deployed Contracting Workshop
 Six Years Later...EUCOM Supports Professional NATO Chaplaincies Memorial Day
 EUCOM Chaplain Delivers Field Kits to Republic of Georgia
 The Case for Forces in Europe

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Q

EUCOM > Photos > March 2009 edit

+ 200 items ▾

1/2

1

1

1

U.S. European Command Photos, March 2009 edit

< Prev 1 of 35 Next >



BEZMER AIR BASE, Bulgaria — Bulgarian paratroopers and U.S paratroopers with the Air Force's 786th Security Forces Squadron and the Army's 5th Quartermaster Company prepare to board a C-130E Hercules. The paratroopers are preparing to conduct a joint training static line jump during Operation Thracian Spring here March 9, 2009. Conducted annually since 2007, Operation Thracian Spring is a two week exercise allowing U.S. forces an opportunity to train and interact with their Bulgarian counterparts. (Department of Defense photo by Air Force Airman 1st Class Tony R. Ritter) [edit](#)





UNITED STATES EUROPEAN COMMAND

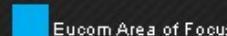
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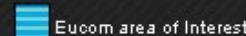
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Unless otherwise noted, raised borders denote countries in EUCOM's Area of Focus.

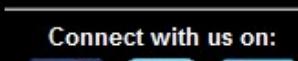
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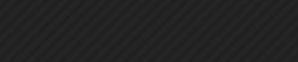
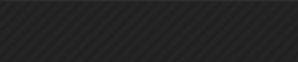
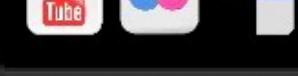
Eucom Area of Focus



Eucom area of Interest



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Information

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Stuttgart, Germany

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Phoenix Express 2009 begins underway portion

<http://www.eucom.mil/english/FullStory.asp?art=2032>

8:34pm · Comment · Like · Share



U.S. European Command (EUCOM)

D-Day soldier shares recollections of World War II - Lake City Reporter

D-Day soldier shares recollections of World War II Lake City Reporter, FL-Jeff M. Hardison They were among the survivors of D-Day, the June 6, 1945, invasion of Normandy. "There were hundreds of airplanes," Crews said. "You can't hit your target right away. You've got to rendezvous up there..."

8:34pm · Comment · Like · Share



U.S. European Command (EUCOM)

Biter bitten as French navy nets 11 Somali pirates - Khaleej Times

Biter bitten as French navy nets 11 Somali pirates Khaleej Times, United Arab Emirates The French forces found two Kalashnikov assault rifles on one of the skiffs, ammunition, a rocket-launcher and five grenades which were deemed a hazard by the Nivose command and tossed into the sea...

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U.S. European Command (EUCOM)'s feed: D-Day 65th Anniv.

Discussions on Twitter.

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Only 5 weeks until the D-Day 65 anniversary in Normandy, June 6th. Take part

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United States European Command

Location: Stuttgart, Germany
Established: August 1, 1952
Commander: GEN Bantz J. Craddock, US Army
Web Site: www.EUCOM.mil

Mission: EUCOM is a unified combatant command (COCOM) which defends the U.S. from forward positions in Europe; protects U.S. citizens; and creates and maintains an environment that advances U.S. strategic interests within its area of focus, which includes 51 countries and territories. EUCOM is one of two overseas COCOMs, and is the only one located within its area of focus.

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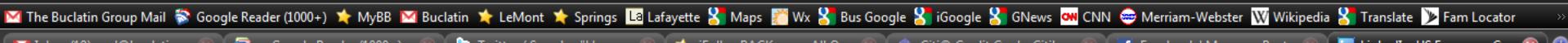
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Location: Stuttgart, Germany
Website: <http://www.eucom.mil>

EUCOM is a unified combatant command whose mission is to maintain ready forces to conduct the full spectrum of military operations unilaterally or in concert with the coalition partners; to enhance transatlantic security through support to NATO; to promote regional stability; and advance U.S. interests in Europe and the Middle East.

The EUCOM area of focus includes 51 countries and territories.
Age: 64
City: Stuttgart
Country: Germany
Website: <http://www.eucom.mil>

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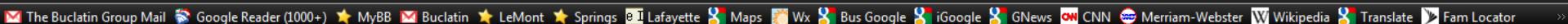
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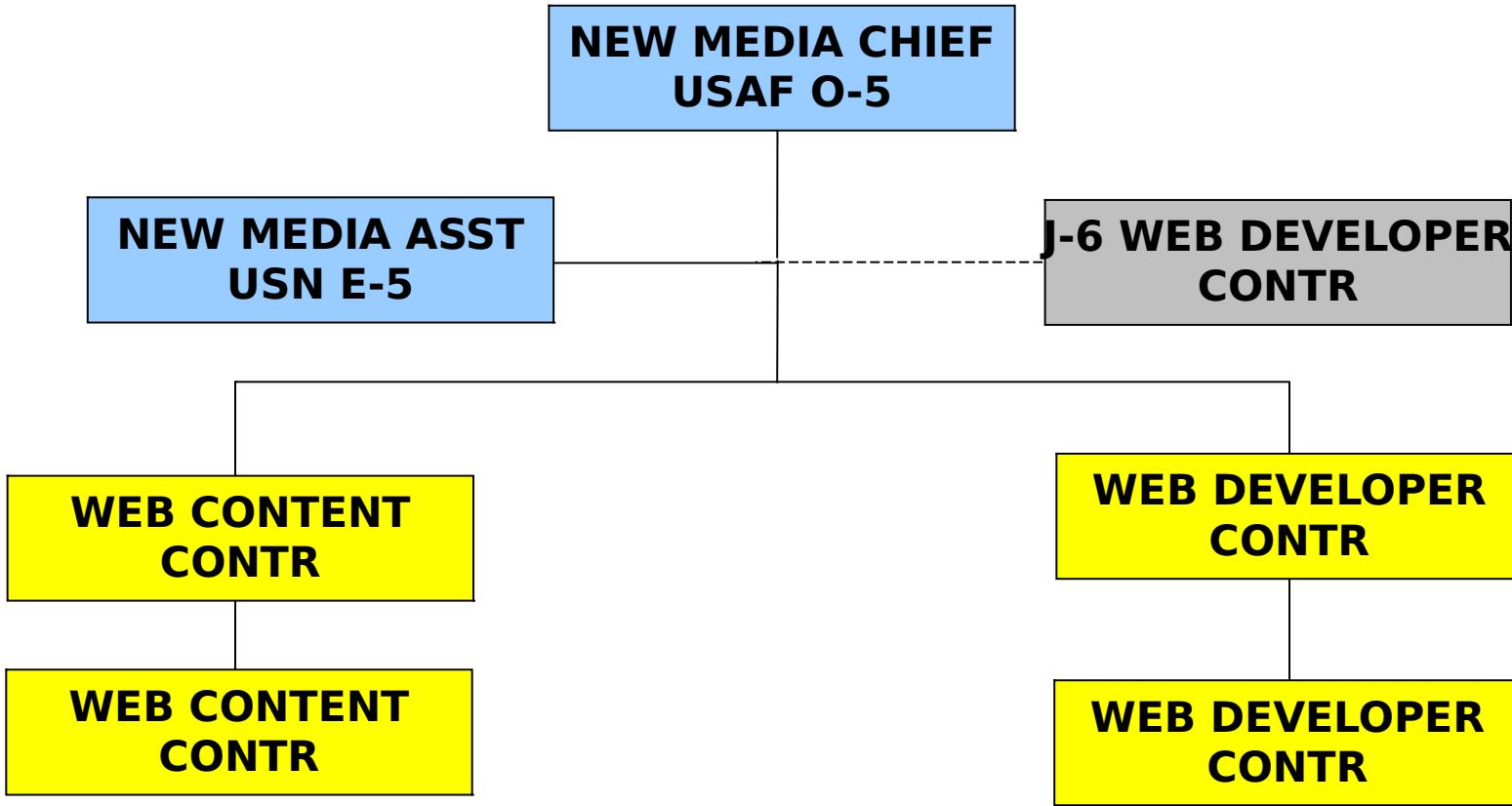
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Other Resources

- **New Media Think Tank**
- **Commercial DSL on stand-alone computers**
- **Bberries with internet access**
- **Web Site analytics**



Operationalizing New Media

Advantages

- **Fastest way to get info, photos and video out**
- **Participate in real-time discussions as THE source of credible information**
- **Establishes transparency and builds relationship with audiences**

Disadvantages

- **Requires working knowledge of New Media**
- **Cannot recall your message**
- **No established metrics to measure success**



Operationalizing New Media: Lessons

- All PA staffs and senior leadership must be able to understand and use New Media
- Expand your “Old Media” followers on Twitter, Facebook and LinkedIn
- Implement Media Analysis to leverage actionable data
- Synchronize messages with Strategic Comm.
- Use Tinyurl to push followers back to your Web site
- Use PING.fm as a micro-blog force multiplier
- Track Twitter discussions with TweetGrid using country hashtags (i.e., #iraq)



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TweetGrid.com

Tweet Grid - Mozilla Firefox

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Tweet:

(140) Hashtag: #

User: us_eucom Pass: Tweet! [Hide] Success!

#afghanistan

Search! Stop

#iraq

Search! Stop

#eucom

Search! Stop

EANewsFeed: Full Video and Transcript: #Pakistan Pres Zardari and #Afghanistan Pres Karzai on "Meet the Press" <http://bit.ly/2YNSS>

Sun May 10 - 6:27:42 pm

AfPakChannel: #Karzai says the Taliban is "gone" because they are no longer the government of #Afghanistan. They are not an existential threat to govt

Sun May 10 - 4:59:16 pm

AfghanNews: #Afghanistan Petraeus: Al Qaeda No Longer Operating in Afghanistan - FOXNews <http://cli.gs/32UbtM>

Sun May 10 - 4:01:13 pm

AfghanNews: #Afghanistan How to Find the Right Balance in Afghanistan - Korea Times <http://cli.gs/EgdX0J>

Sun May 10 - 9:55:54 am

AfghanNews: #Afghanistan Worldview: Hearts and minds in Afghanistan - Philadelphia Inquirer <http://cli.gs/6M9PGU>

Sun May 10 - 9:55:52 am

LINDAinNC: RT @Scott_Kesterson: Arrived back in Gardez by way of Blackhawk. #Afghanistan from air is a diff world than Afghanistan on ground. It ! ...

Sun May 10 - 7:59:25 am

safiakhan: Restoring Afghan History- Bamiyan Buddhas <http://bit.ly/FwHdn> #buddha #afghanistan #Bamiyan #taliban

Sun May 10 - 7:40:10 am

safiakhan: The Kite Fliers of Kabul <http://bit.ly/FwHdn> #Kabul #Afghanistan #taliban #kiterunner

Sun May 10 - 7:34:48 am

safiakhan: A Man's World "Afghanistan" <http://bit.ly/FwHdn> #Afghanistan

gildassapiens: Laying The Groundwork For Violence. #Maliki "crushed" the #Sadists,menaced the #Kurds,betrayed the #Sunnis.Whose #Iraq? <http://bit.ly/q9z6d>

Sun May 10 - 5:55:19 pm

NYkrinDC: Arrest of #ex-militant leader shows #iraq problems. #Sunni's haven't forgiven own leaders for #AQ past, distrust govt. <http://tr.im/KYff>

Sun May 10 - 5:20:55 pm

NYkrinDC: Iraqi PM sensing current in the wind vows to tackle #corruption in the country. #iraq 3rd most corrupt in the world. <http://tr.im/KYcp>

Sun May 10 - 4:58:19 pm

fore_left: wondering if #pgatour #players still support #iraq #war?

Sun May 10 - 8:50:50 am

Marathonpundit: Determination: UK Iraq vet finishes London Marathon on crutches <http://tinyurl.com/prznp> #uk #marathon #iraq

Sun May 10 - 5:34:16 am

JonHutson: UN: 'Favorable consideration' needed for asylum claims of gay Iraqis <http://tinyurl.com/q6tpfr> #dkos #humanrights #iraq

Sun May 10 - 2:11:56 am

AsiaNova: @DanHarris So glad we've made #iraq a safe place: <http://is.gd/y9Qi> Savage jungle! Dr. Strangelove nuke option? ↳ <http://blip.fm/~5y7b6>

Sun May 10 - 12:46:38 am

AsiaNova: @DanHarris So glad we've made #iraq a safe place: <http://is.gd/y9Qi> Savage jungle! Dr. Strangelove nuke option? ↳ <http://blip.fm/~5y74w>

Sun May 10 - 12:43:58 am

Iuzsa2004: NYC finance to sheep dippin' in Iraq. <http://bit.ly/12GX7d> #iraq #state #us

US_EUCOM: RT @jeffrobinson: Traveling with Miss America to visit Wounded Warriors in Landstuhl. #EUCOM

Sun May 10 - 6:39:50 pm

jeffrobinson: Traveling with Miss America to visit Wounded Warriors in Landstuhl. #EUCOM

Sun May 10 - 5:25:38 pm

fingertipnews: RT @US_EUCOM: #EUCOM Headlines: Georgia: Putin says NATO war games hurt US-Russia ties <http://tinyurl.com/rdj26t> #military

Sun May 10 - 4:02:03 pm

US_EUCOM: #EUCOM Headlines: Georgia: Putin says NATO war games hurt US-Russia ties <http://tinyurl.com/rdj26t>

Sun May 10 - 3:59:21 pm

US_EUCOM: #EUCOM Headlines: Russia to link missile defense in Europe with nuclear arms treaty - RIA Novosti <http://tinyurl.com/pypcq7>

Sun May 10 - 3:59:19 pm

US_EUCOM: #EUCOM Headlines: Russia Parades New Missile Defense System - Voice of America <http://tinyurl.com/qguazs>

Sat May 09 - 9:52:47 pm

US_EUCOM: #EUCOM Headlines: Russia shows military power in Soviet-style parade - AFP <http://tinyurl.com/pkxp8z>

Sat May 09 - 5:25:55 pm

US_EUCOM: #EUCOM Headlines: Obama plans trip to Nazi death camp - New York Daily News <http://tinyurl.com/p9m2w6>

Sat May 09 - 3:52:34 pm

US_EUCOM: #EUCOM Headlines: Sailor becomes top NCO at EUCOM - Stars and Stripes <http://tinyurl.com/pwat9n>



The Way Ahead

- **Work with ECJ6 to consider staff access to key social media sites**
- **Collaborate with AMEMB PAOs on use of NM and increase content from downrange activities**
- **Develop metrics to determine effectiveness of NM**
- **Consider Microsoft Sharepoint as a follow-on solution for EUCOM.mil site**
- **Monitor the latest Web trends and make improvements to Web site and social media presence**



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Fan Pages:



EUCOM



Defense 2.0



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Group Pages:



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Web Site: www.EUCOM.mil